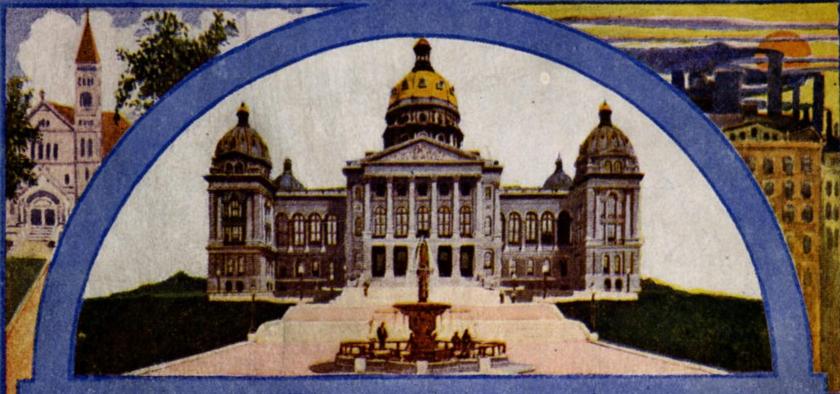


Iowa-D
977.751
D465ci

DES MOINES



THE CITY OF CERTAINTIES



The City of Certainties



Walnut Street

The New Des Moines

It is the City of America—of American people, typical of progress, significant in its plans for the future, pre-eminently the City of Today. Yesterday is behind it; To-morrow is at hand and Des Moines is reaching always forward into that next day.

Reaching forward

All over the world the fame of the Des Moines plan of government has gone. Like the mythological Torch of Life, news of its benefits has been carried forward, firing the desires of other cities to profit likewise.

Fortunes of Kings come from the soil of Iowa. Rulers and leaders of men come from her schools. And untold resources vouch for her future prosperity.

Here in the richest agricultural territory the world knows, Des Moines is building a great city. It is in the

DES MOINES
PUBLIC LIBRARY

The City of Certainties

*In
Des Moines
great goals are
fixed.*

heart of this wealth. It is situated where economic laws demand there shall be a great city. This fact Des Moines realizes and its people have set themselves that task.

These are days of ambition and accomplishment. Men fix great goals in their minds and then require of themselves the attainment of their ambitions.

These are days of work—big, splendid work. And each man will more surely prosper if Nature give him her best place in which to work.

For, given the opportune field, men worth while cannot fail.

God has favored Iowa and Des Moines. And Iowa in turn favors her people by giving to them all they ask of her. And to those who boldly ask much and give reason for their demand by their work and their spirit, Iowa offers limitless treasures.

And so there are reasons enough why Des Moines is the City of Certainties.

Why You Will Succeed in Des Moines

You can succeed where other men do. The New Spirit in Des Moines is the foundation on which men can build success. Des Moines is not only the largest city in Iowa—the people of the state believe their own commercial necessities require a big business center.



Des Moines National Bank

The City of Certainties

*Success is
Contagious
and in the air*

And Hundreds of Lesser Things

Had the Truth—the whole Truth—about Des Moines and her advantages been known widely, the present population would have been doubled. There would have been less room—less opportunity for you. The city stands at the commencement of its greatest era of growth. The men who get into the swing of business in Des Moines on the rise of this great wave will find themselves carried steadily upward to success.

It's mighty difficult to succeed where no one else seems to be able to achieve anything.

It is comparatively easy to do things where other men find themselves doing well.

We can cite you to hundreds of men who came to Des Moines as poor as a church mouse—and who are today living in their own homes, driving their own automobiles,



Interior, State House

The City of Certainties

*Success is
Contagious
and in the air*

And Hundreds of Lesser Things

Had the Truth—the whole Truth—about Des Moines and her advantages been known widely, the present population would have been doubled. There would have been less room—less opportunity for you. The city stands at the commencement of its greatest era of growth. The men who get into the swing of business in Des Moines on the rise of this great wave will find themselves carried steadily upward to success.

It's mighty difficult to succeed where no one else seems to be able to achieve anything.

It is comparatively easy to do things where other men find themselves doing well.

We can cite you to hundreds of men who came to Des Moines as poor as a church mouse—and who are today living in their own homes, driving their own automobiles,



Interior, State House

The City of Certainties



Iowa State Capitol

spending their vacations in travel and generally living like kings.

Some of these men would have succeeded anywhere, because they had the stuff in them. But some of them were just average men and could not have carved places for themselves except for the unusual advantages of Des Moines.

Des Moines has a larger number of people who enjoy a competence than any other city of 100,000 in the United States.

The Assessor's valuation of property in the city is more than \$100,000,000.00.

The deposits in Iowa Savings Banks amount to more than \$100 for each man, woman and child in the state.

The bank deposits of Des Moines amount to \$33,000,000.00.

These things did not merely happen. It is the fortunate combination of climate, soil, railroads, interurbans and general prosperity that made them possible.

Nearly everybody is well to do

The City of Certainties

How Des Moines Grows

The town of Fort Des Moines was established in 1851. The population was 502. A new charter changing the name to the city of Des Moines went into effect February 16, 1857. The total population of the "city" was 3,563. The State Capitol was removed to Des Moines the same year.

Tables showing the population of a city do not make wildly exciting reading, but they tell FACTS.

*Please don't
skip this*

Population in 1852 was	502	
" " 1857 "	3,563	
" " 1860 "	3,965	
" " 1865 "	5,722	
" " 1870 "	12,035	U. S. Census
" " 1875 "	14,443	State Census
" " 1880 "	22,408	U. S. Census
" " 1885 "	32,469	State Census
" " 1890 "	50,093	U. S. Census
" " 1895 "	56,359	State Census
" " 1900 "	62,139	U. S. Census
" " 1905 "	75,626	State Census
" " 1910 "	86,368	U. S. Census

Making estimates of the future population of a city is an effort that generally goes unappreciated. There are always old gentlemen of much weight and wisdom who "know better." But here are some more facts:

The average rate of growth during each ten year



Iowa Hall of History

The City of Certainties

period since the city was first platted is 95 per cent of the population at the beginning of the period.

From 1860 to 1870 the population nearly tripled—an increase of 200 per cent.

From 1870 to 1880 the population nearly doubled—an increase of 83 per cent.

From 1880 to 1890 it more than doubled—an increase of 130 per cent.

From 1890 to 1900 the growth was slower—an increase of 25 per cent.

From 1900 to 1910 the rate of increase was 38 per cent.

These figures are obtained from the State and Federal census taken at regular periods.

This rate of growth, for forty-five years, will be found pretty nearly typical of the next forty-five. It may slacken, *and it may increase*. The experience of two thousand American cities through the last twenty years indicates that the *rate of growth in Des Moines will be increased instead of diminished in the next half-century*.

If the present rate of growth is maintained, the population of Des Moines in 1920 will be 288,000 and in 1930 it will be 552,000.

Pretty strong figures, aren't they?

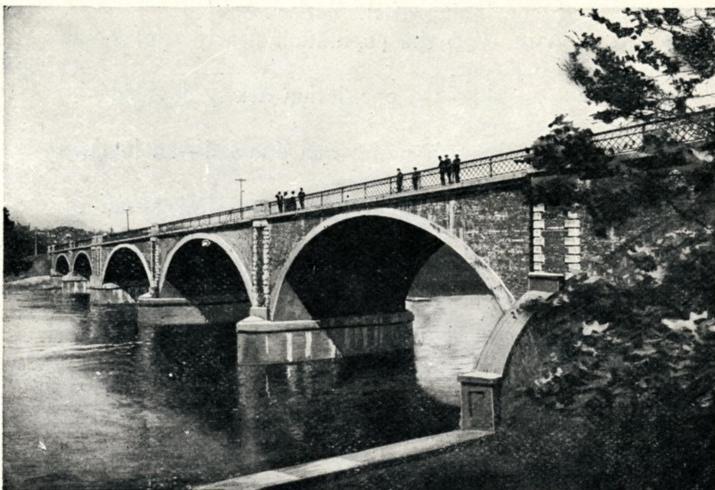
About forty years ago there were some men who tried

Average year-
ly growth near
10 per cent



Polk County Court House

The City of Certainties



Sixth Avenue Bridge

\$60,000 lots
for \$25

to sell lots on Walnut street for \$25. They thought that price was about as high as the land was likely to bring. The same lots are now worth \$60,000.00. These worthy gentlemen would have resented any implication that their vision of the future was muddy. Yet they are of the same species as the present day fellows who wisely wag heads and say they "will be satisfied if Des Moines has a Quarter Million people by 1930."

But the New Spirit in Des Moines has brought together business men who will not be satisfied with a half million people in 1930. They want a greater city than even this prophecy.

Where men have a powerful desire—and get together for its achievement—big things will be done.

Such a city is a good place for any person who can stand prosperity. A little newsboy began selling papers eight years ago, at the corner of Fifth and Walnut streets. His original capital was four cents. He now owns a house and lot worth \$3,000.00. He could not have done this in any other city of the Middle West.

There are other facts to furnish the foundation for future growth; the prosperity of Iowa, the wonderful agricultural resources of the State—the splendid Climate—the railroads—the interurbans.

Newsboy
earned \$3,000
home in seven
years

The City of Certainties

A Rich State Must Have a Big City

Only the patient man ever finds anything in a Government Census Report. A vast array of facts are gathered every decade and artistically buried in a set of big books, which look like young dictionaries, called the Compendium of the Census.

The United States Census discloses some remarkable things about Des Moines and Iowa. But until the "Booster Movement" started in Des Moines nobody would make the effort required to dig them out.

No other equal area on the face of the earth has so many prosperous people as Iowa.

The per capita wealth of Iowa is \$1,828.

The per capita wealth of the United States is only \$1,318.

The per capita wealth of Ohio is only \$1,361.

In other words, the people of Iowa have one-and-a-half times as much wealth as the average for the United States. They are almost 50 per cent richer than the people of the great state of Ohio.

The county auditor's report for 1908 showed the taxable wealth of Iowa to be over Two Billions of Dollars.

The farm lands and buildings of Iowa are valued at \$1,497,554,790. This is one-eleventh of the total for the United States; that is to say, Iowa possesses more wealth

*Greatness
thrust upon
Des Moines
people 50%
richer than
nations' aver-
age*



Northwestern Depot

The City of Certainties



Golf and Country Club House

in her farm lands and buildings than New Jersey, Vermont, Connecticut, Kentucky, Kansas, Colorado and Oregon put together.

Iowa owns one-twelfth of the farm machinery and vehicles of the United States.

That is why Des Moines is one of the three largest distributing points for farm machinery in this country.

The population per square mile, in Iowa, is 40.2.

Farm land has increased in value from \$1.00 an acre to \$100.00 an acre.

The state is so completely covered with railroads that only one spot can be found that is twelve miles from a line.

The total railway mileage of the state is 9,827. Practically every road of importance with one exception, reaches Des Moines.

And all this has happened in fifty years.

Are we not justified in making large predictions for the next fifty?

You may not be interested in the wealth-creating capacity of Iowa. But had you been looking for the spot where brains and energy are given their largest rewards, you would have been interested.

That Two Billion Dollars of taxable wealth in Iowa in 1908 has come into existence in the last fifty years. It now belongs to the men and women who had faith in Iowa. There is no reason why the next fifty years will not witness a still greater gain in wealth.

If you think you could use any of that additional Two Billions, come to Des Moines—the heart of Iowa—and get busy.

*We own one
eleventh of all
farm wealth*

*'What man
has done, man
may do.'*

*Two billion
dollars—Get
your share*

The City of Certainties

Coining the Soil and Sunshine into Gold

Francis Sestier, on a thirty-two acre farm on the edge of Des Moines, built Eighteen Thousand Dollars worth of permanent improvements and paid for them by the products of the soil in seven years.

*These men
made easy for-
tunes*

F. F. Schutter, of Scott County, has a written record of his experience as an onion grower. For fourteen years in succession—the bad with the good—he has averaged to clear a net profit of \$135.00 per acre.

H. D. Case, of Des Moines, raises celery. His little truck farm of a few acres has brought him a clear income of over \$3,000.00 a year ever since he started it.

If you wish them, you can be supplied with the names of hundreds of farmers who came into Iowa too poor to own an extra pair of boots, but who are today worth from \$10,000.00 to \$50,000.00.

They have been here while that Two Billion of taxable property was in the making.

What is your opinion of such a state? Is there not pretty good authority for judging a tree by its fruit?

The greatest problem in the world of commerce is the "selling campaign." Over a Hundred Million Dollars is annually spent in advertising to market manufactured articles. Easily another half billion is spent on traveling salesmen. This huge sum is used to find Americans who can and will buy.

If the statistics already quoted have failed to make an impression on you, here are some more.



Amphitheater, Iowa State Fair Grounds

The City of Certainties



Drake University

What Iowa Farmers Can Buy

*Iowa people
roll up wealth*
The farmers of Iowa produced a surplus last year—over and above the products consumed on the farms—of \$640,000,000.00.

They could have bought the output of the gold mines of the world and still had \$40,000,000.00 to buy automobiles and ostrich feathers.

When the American Magazine obtained the reports from tax assessors in 64 cities showing the property owned by its subscribers, it found that 94 Des Moines subscribers whose names appeared on the tax roll were assessed \$1,986,581.00. In Denver, Colo., 224 subscribers were assessed only \$977,100.00 and it took 232 subscribers in Cincinnati, O., to foot up \$1,949,550.00. The logical deduction from such figures is that 94 American Magazine subscribers in Des Moines have the price to buy twice as much as 224 in Denver, and nearly as much as 232 in Cincinnati. By the same token, the Iowa circulation of that periodical was worth about four times as much to the advertiser as the same number of readers elsewhere.

*Magazine
census proves
Des Moines
wealth*

The City of Certainties



Central Church of Christ

The City of Certainties

What Des Moines Does in Panic Times

In the so-called panic year of 1907 the bank deposits of Des Moines increased more than Three Million Dollars.

*Proof that
Des Moines
prospered
during panic*

In 1908, when business was almost stagnant in other places, the deposits in the *Savings Banks of Iowa* increased \$27,227,000.00. This is an increase of \$10 for every man, woman and child in the entire state.

In the same year the retail stores of Des Moines started the greatest expansion ever known to the merchants of the city. These are some of the principal enlargements:

J. Mandelbaum & Sons	increased the floor space	33,580 ft.
Younker Brothers, Inc.	" " "	55,208 ft.
Harris-Emery Co.	" " "	17,500 ft.
Wilkins Brothers	" " "	34,828 ft.
M. D. Goldman	" " "	2,860 ft.
Chase & West	" " "	47,396 ft.
S. Davidson & Bros.	" " "	14,000 ft.

These were big stores before the enlargements. New stores and shops have been established by the dozen.

Why was Des Moines able to make this remarkable retail growth during a period when others cities were waiting for "good times" to come again?

Because Des Moines is the heart of Iowa and the soil and climate of that great state never fail. The people of Iowa are prosperous when, in the language of the Japanese Student, the people of other states are "enjoying" mighty short picking.

Because Iowa produces the wealth in the form of raw material which eventually is transformed into the wealth of other states in the form of manufactures.

You hear a great deal, these days, about the wonders of irrigation. If all the irrigation projects the Government has under way, or surveyed or thought about, which are estimated may be finished in 1911, were put together they would aggregate less than two million acres, or about the same as six Iowa counties.

The corn crop of Iowa is worth more each year than the entire mineral product of Mexico—gold, silver, copper, lead, etc.

*The hens are
mightier than
the mines*

The poultry crop of Iowa is worth as much each year as the silver product of Colorado's mines.

The City of Certainties

These are some of the facts that make Iowa the Greatest market for manufactured goods in the world.

These are a few of the reasons why Des Moines Does Things.

Natural enthusiasm would lead us to tell you a few more. But it is undesirable to smother you with facts and reasons.



Elks' Club House

The City of Certainties

Des Moines Homes

More than Six Hundred separate houses were completed during 1910 in Des Moines. This excludes a number of large apartment houses, flats and terraces.

*Des Moines
people own
their homes*

That is an indication of the way people live in Des Moines. There are no tenement houses in the city. The average lot has a frontage of 50 feet on the street. The city is spread over 54 square miles, while in Detroit, Michigan, three times the population is crowded into half the space.

Any laboring man, with reasonable thrift and economy, can own a house with a lot large enough for a garden and a playground for the children. If he does not want to buy, he can rent modern five room cottages, built on lots so large that the garden truck for the family may be raised at home. Such places can be rented for 10 a month and upwards. More than 500 families are living in health and contentment at this price. Where is the city that can equal this record?

We are not talking about the Garden of Eden. These things are found in Des Moines.

No man ever hitches up in double harness without dreaming of the time when he can own his home. Des Moines offers him every opportunity. Modest homes can be purchased upon a small payment and the balance paid in monthly instalments.

Nature has done wonderful things in creating a beautiful site for Des Moines. The city is built at the junction of the Des Moines River with the Raccoon. The two valleys were both heavily wooded. The residence portions of Des Moines have thousands of great forest trees standing.

At the top of the bluff along the north bank of the Coon River runs Grand Avenue. No city in the world has a street more entitled to the adjective "magnificent." The houses of Des Moines' richest men are there. It is a natural park in which men have builded.

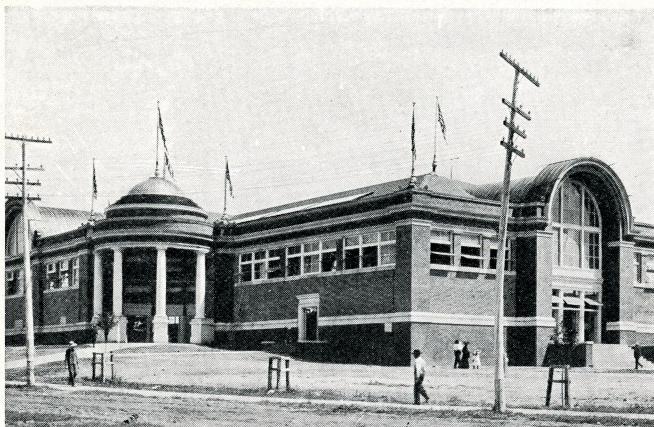
There are spots of remarkable natural beauty in every part of the city. Two large rivers, with magnificent valleys, thousands of forest trees, gently rolling ground back from the rivers, and fifty-four square miles in which to grow, make a combination that few cities in the World possess. And these elements of comfort and contentment are a part of the city built in the heart of Iowa where Prosperity is a Habit.

*Millionaire's
row in a natural park*

*Magnificent
valleys and
forest trees*

There are a few places in America just as beautiful as Des Moines—Palm Beach, Los Angeles, Saratoga, Hot

The City of Certainties



Stock Pavilion, Iowa State Fair

Springs and Atlantic City have acquired wide reputations. But these cities ought to be called "specialties." Some of them have particular, hand-polished, blown-in-the-bottle, unchangeable, monotonous climates, and nothing else. Others have springs of water created when Nature was suffering from a bilious attack, and large hotels created by men obsessed by monomania. One of them is by the Sea and charges roundly every time you see the sea.

Des Moines has an excellent climate the year round; during the autumn it is the finest in the World, with splendid scenery, and unlimited fields for making money faster than it need be spent.

Des Moines Parks and Clubs

During the last 14 years Des Moines has been busy buying and developing a system of parks. The start was made late but the work has been well done. Des Moines has more to show for the money used for park purposes than other cities that have spent twice as much. The high efficiency of one branch of the city government brought the result. When President Taft visits Des Moines he will play golf on the Country Club links, but he could find just as good sport on the two courses open to the general public in Waveland and Grand View Parks. There are seventeen public parks, all told, with an area of 715 acres. The total

*One acre in 48
is a city park*

The City of Certainties

Seventeen Parks

cost of the parks together with the improvements and maintenance up to 1910 was approximately \$700,000. That record is a whole sermon in efficiency. It means that the peoples' money has bought full value with every dollar. Since you help to buy parks, why not live in a city that gets them?

The Des Moines Park System has a good Zoo established. There are bears, buffalo, elk, coyotes, and other wild animals in the collection that interest as well as educate the children and the old folks.

Clubs

There are good clubs, first-class amusements and plenty of entertainment for spare hours in Des Moines. The Hyperion Club has as fine a club house and grounds as there are in the West. The Des Moines Club, a metropolitan body, is erecting a splendid five story club house in the heart of the city. The Country Club has unexcelled grounds. The Grant Club, a Republican organization, is one of the most sociable, democratic and enjoyable clubs on earth.

Life is Worth Living in Des Moines. And these social advantages are the frosting on the cake.

But the catalogue of good things does not end with the Homes, and Parks and Clubs.



Kingman Boulevard

The City of Certainties

Des Moines Schools

Des Moines spent \$600,000 on its School System last year. Every dollar was made to count. This year the appropriation is \$1,000,000. The city has a splendid educational equipment.

*Des Moines
offers this to
your children*

Kindergartens are accessible in every part of the city. Vacation schools are provided where desirable. Manual training is given in all the high schools and part of the grades. Domestic science is taught. Last spring the girls in the East High School proved their capacity as cooks by serving a public dinner. The young men—and the old who had a chance to eat—said the cooking had mother's backed off the board.

Following is a summary of school figures.

Number of school buildings	63
Value of school buildings	\$1,913,439
Number of teachers	525
Total enrollment	17,134
High School enrollment	2,122

After the boys and girls finish the Des Moines High Schools they can complete their education in the University or the colleges of the city.

Drake University, a great educational institution, was founded in 1881, largely through the beneficence of General Francis Drake. It has gone forward with great strides. Its enrollment is approximately 2,000. The faculty numbers 112. Haskins' Stadium, the athletic field of Drake University, is a natural amphitheatre seated on three sides with tier upon tier of concrete, with a quarter-mile track around the arena.

*Home of
Drake Uni-
versity*

Des Moines College was founded by the Baptists of Iowa in 1865. It is spending \$50,000 this year in improving the buildings and extending the curriculum. Highland Park College has been built up from a single building facing a frog pond, to an institution with an investment of over \$400,000.00 This has been accomplished without endowment or gift of any kind.

Still College of Osteopathy has the largest osteopathic clinic in America and has just acquired a building which will be converted into the largest osteopathic hospital in the World. Osteopathy is undoubtedly more firmly established and better supported in Des Moines than in any other large city in the country.

The City of Certainties

The best art school in the Middle west

A music center

The Cumming School of Art is the pioneer art school of the Middle West. It has been a potent influence in moulding the western public to an appreciation of the beautiful. It is the best institution for art instruction in America outside of one or two very large cities.

Besides these big public institutions, there are a number of excellent private schools.

Des Moines is the Musical Center of the West.

Its combined music education facilities would make the largest conservatory in the world.

The largest Commercial College in the Middle West is in Des Moines.

And if you, or your family appreciate good libraries, Des Moines has them.

The City Library contains 41,000 volumes.

The State Library has 120,000 volumes.

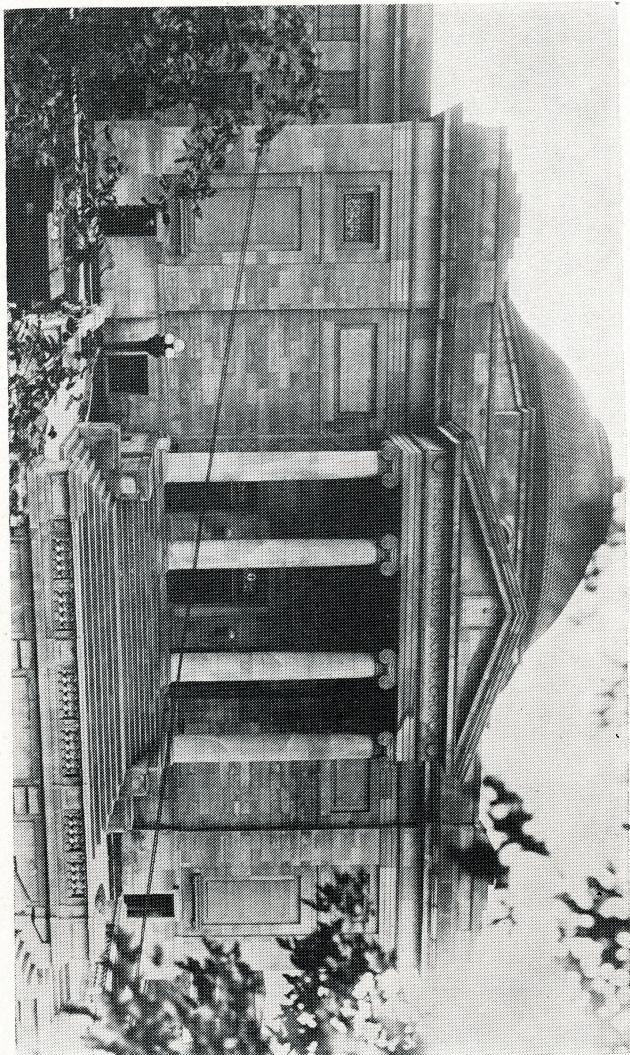
The Historical Library has 24,033 volumes.

The Drake-Carnegie Library has 18,000 volumes.



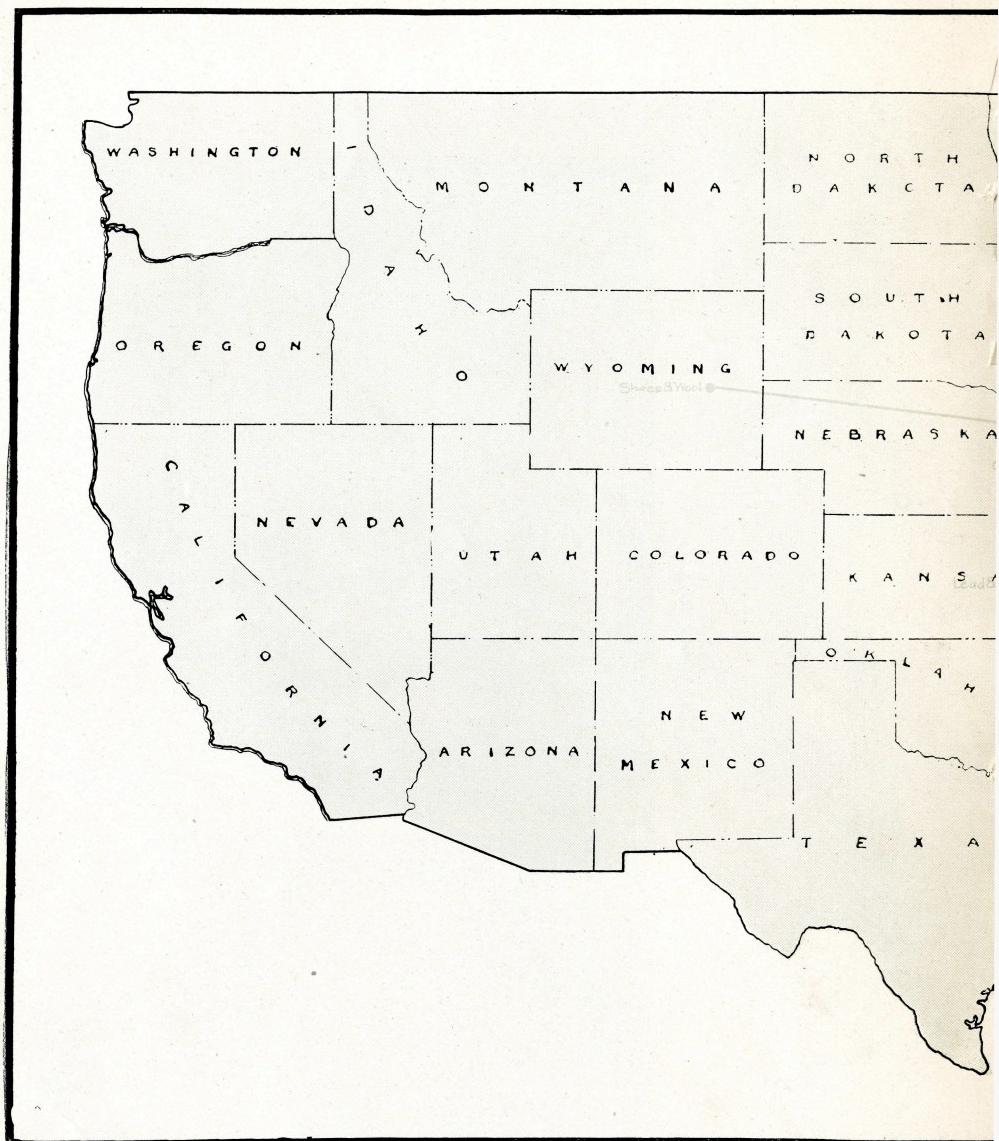
Locust Street

The City of Certainties



First Methodist Church

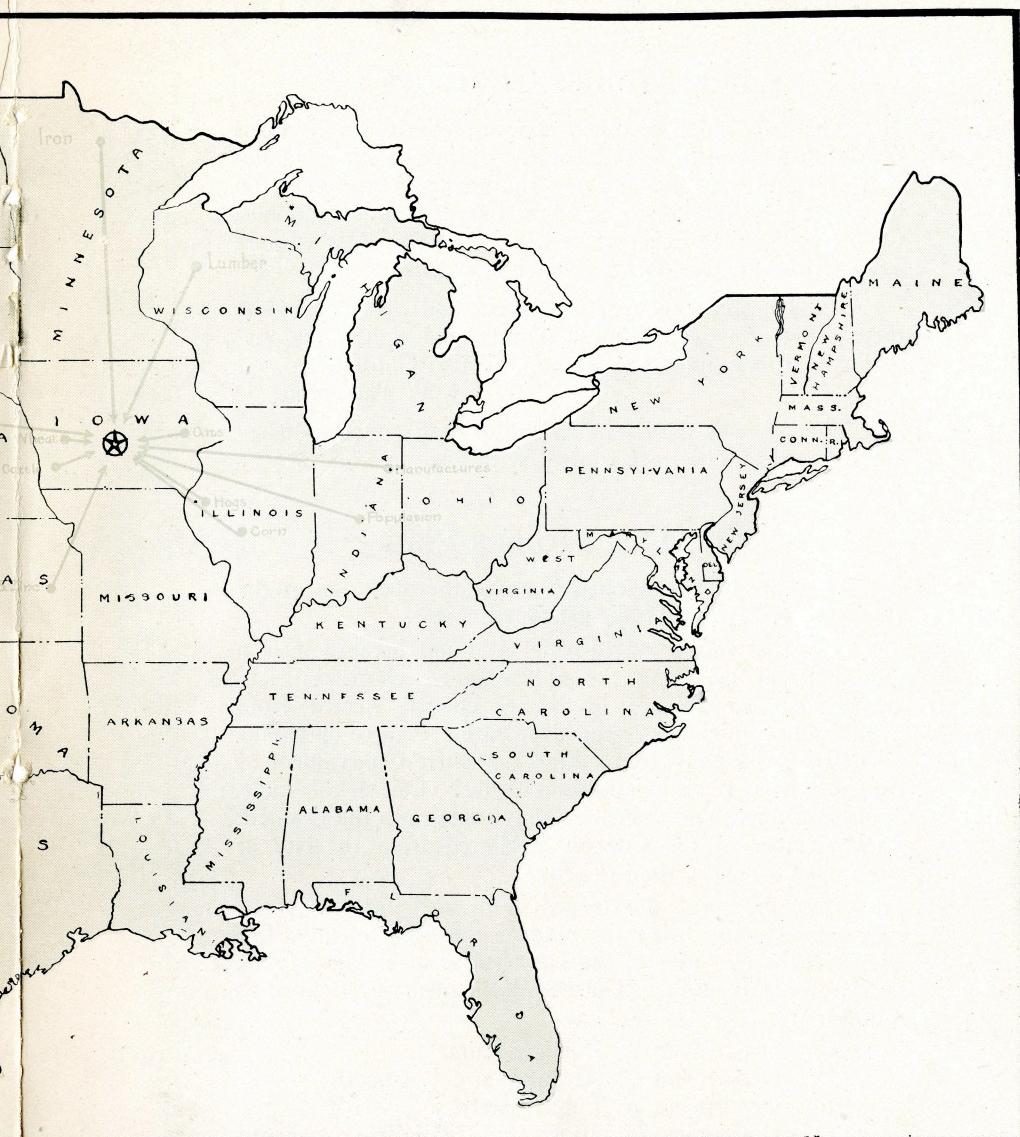
MAP SHOWING CENT



Des Moines is Midway between all the great Wealth such a geographical relation to the centers of population---
Iron, Lumber, Oats, Manufactures.

This Map is based on Reports of Bureau of Census.

TERS OF PRODUCTION



producing Centers in the United States. No other city bears
Corn, Hogs, Lead and Zinc, Cattle, Wheat, Sheep and Wool,

The City of Certainties

*Morality is a
good basis for
prosperity*

Des Moines Churches

There are ninety-four churches in Des Moines. This is nearly one church to 1,000 people. Chicago, with a population of 1,698,535, has only 919 churches. Washington, D. C., with a population of 278,718, has 153 and Columbus, Ohio, with a population of 125,550, has 40. Des Moines has a strong foundation for civic righteousness.

"I have seen much of the world and of men, and if there are truth, purity, sound morals, and right aims anywhere, you may find them in the Christian Church."

J. P. Thompson.

That is why Des Moines builds two churches when other American cities are content with one.

The Des Moines Plan

The City of Des Moines is under the operation of the Des Moines Plan of Municipal Government.

*All the world
knows the Des
Moines plan*

It has attracted world-wide attention because it is a radical departure from the old-fashioned ward-politician, graft-ridden government by a city council elected from wards and representing sectionalism rather than co-operation.

Under the Des Moines Plan the entire Government of the city is vested in a Commission of five. One of this number is the Mayor and the entire body constitutes the Council. Each member of the Council is elected from the city at large upon a non-partisan ticket.

The function of government is divided into five parts, each commissioner being the head of the department. The Mayor is the executive of the Department of Public Affairs, by virtue of his office. The five departments are named as follows;

- (1) Department of Public Affairs.
- (2) Department of Accounts and Finances.
- (3) Department of Public Safety.
- (4) Department of Streets and Public Improvements.
- (5) Department of Parks and Public Property.

The initiative, the referendum and the recall are combined with government by Commission, in the Des Moines Plan.

By the initiative, the voters may force the enactment of legislation demanded by a majority of the electorate, even

The City of Certainties

though opposed by the Council. The referendum makes it possible for the electors to check the unwise expenditure of public funds, the granting of franchises to public service corporations, or the adoption of an ordinance until it is approved by a majority of the voters.

The recall is the most important of these three provisions. While the commissioners are elected for a definite term, their tenure of office may be terminated at any time if the voters choose to recall any one of them. Thus the council is always directly and immediately responsible to the people.

The Des Moines Plan has now been in operation for three years. It has been adopted by scores of other cities. It was devised by a group of Des Moines men who believed the time had come when cities should have their affairs handled as efficiently as the affairs of a private corporation.

The first year the Plan was in operation it saved the city \$189,000 and gave the public increased efficiency.

Why not "hook up" with a city in which the citizens are alert enough to devise and put into successful operation the most advanced system of municipal government in the world.

Such enterprise makes good neighbors.

The city of Des Moines spreads over 54 square miles.

This is 34,560 acres. It is about two-fifths of an acre for every man, woman and child.

Such a condition is unlike any other city in America.

It means living with the fresh air, the grass and trees of the country, but with the convenience of paved streets, telephones, electricity, street cars, gas, water, and city mail delivery.

*Brains that
solved this
problem will
solve others*

*No
tenements.
Every home
has a grass plot*



The Jobbing District

The City of Certainties

Des Moines at a Glance

The street railway operates seventy-six miles of track. The fare is five cents with universal transfers.

*Figures that
show Des
Moines is a
modern city*

There is one telephone system in Des Moines. The Iowa Company has its state headquarters in Des Moines. It operates about 32,000 miles of wire with 26,000 instruments. The Mutual Telephone Company with 57,000 telephones within a radius of seventy-five miles from Des Moines, has consolidated with the Iowa.

The Des Moines Water Works has 140 miles of mains, 1,500 fire hydrants and about 12,000 consumers.

The Des Moines Gas Company furnishes "dollar gas." It has 165 miles of mains.

Des Moines has 72.01 miles of paved streets.

It has 105.16 miles of sewers.

The Des Moines postoffice shows the largest receipts per capita of any city in the United States.

150 conventions meet in Des Moines annually.

Des Moines has an immense Coliseum, seating 10,000 people, and paid for by public subscription.

*Students
enough to build
a town*

Des Moines has the best hotels in the United States for

a city of its class.

Des Moines has a college student population of 5,500.



Home for the Aged

The City of Certainties

Factories Pay 20 Per Cent

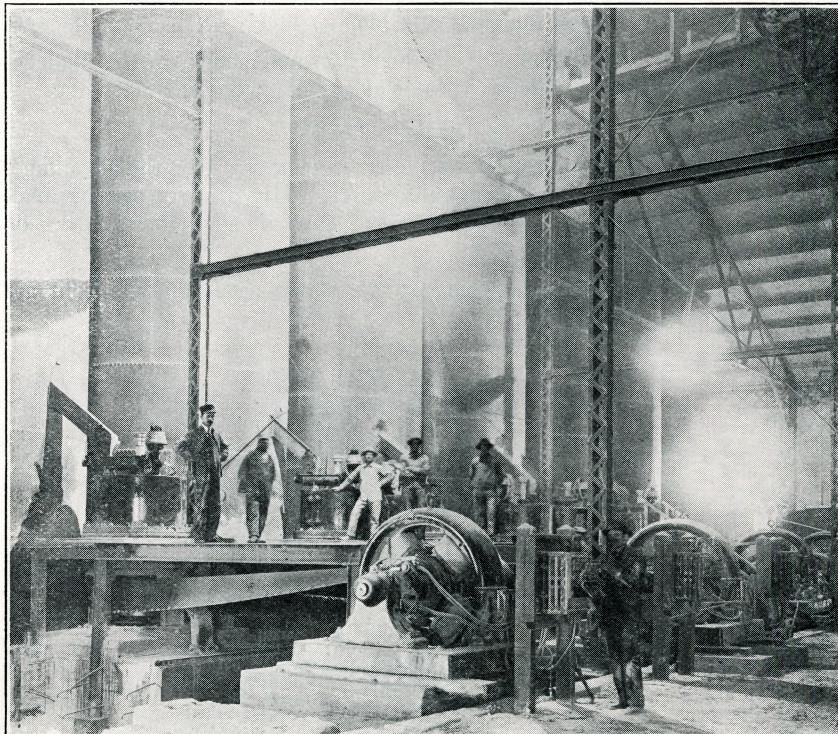
In 1905 the Federal Government investigated Des Moines factories. The net result from the sworn statements of 291 establishments showed that 4,155 wage earners were employed; that \$15,084,958.00 worth of products were turned out in 1905; that \$9,593,926.00 was invested in manufacturing; and that all of the 291 plants were paying a profit of 20 per cent on the amount invested.

Please let this last statement soak in a little.

Where else, on earth, can you find 291 establishments in any line of business that are averaging—the bad with the good—a profit of 20 per cent on the capital invested?

This is made possible for the factories in Des Moines only because the magnificent market of Iowa surrounds them.

Average factory pays
20% on investment



Interior View--Iowa Portland Cement Plant

The City of Certainties

During the same year the Federal Government also investigated the factories of Ohio.

The Ohio factories showed a profit of only 12 per cent on the invested capital. Yet the factories in Ohio are generally managed by men with longer training in manufacturing and broader commercial experience than those in Iowa.

There must be some mighty forcible economic factors busy in Iowa to place our young manufacturing plants on a more profitable basis than the old-established, systematized, well-managed, and thoroughly equipped plants in Ohio.

Bradstreets' report of failures last year showed that Iowa suffered much more from fraud and inefficient management, than Ohio did. Iowa is new to the manufacturing game. Consequently she was victimized by swindlers and dreamers who drifted into the new field from the east.

Yet in spite of this additional handicap, the average profit from Des Moines factories was one-and-two-thirds the average for those of Ohio.

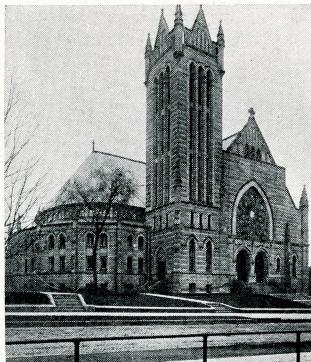
Reasons factories prosper in Des Moines

Ordinary lines of manufactured goods can be made as cheaply in Des Moines as at any other place.

They can be sold more easily.

In a nutshell, these two statements cover the advantages of Iowa for the manufacturer. His product can be made economically and sold better than in any other market on earth.

The goods that pay the maker a substantial profit are



Plymouth Church

The City of Certainties

the "best made." Making and selling cheap trash is a difficult job because such stuff must be sold on a close margin to be sold at all. Making \$30 carriages or \$20 kitchen ranges or men's \$8 suits does not leave much room for profit. Those things are not in great demand in Iowa. The people are prosperous and want better things. They are able to buy good carriages and nickel-trimmed kitchen ranges and tailored suits.

Iowa buys the best because she can afford to

Many a farmer came to Iowa not more than thirty years ago, settled on a homestead, bought adjoining land for three or four dollars an acre, made a good living, and kept on buying land. Today the farm has a thousand acres. And the owner is worth \$150,000.00.

There are multitudes of such cases in the region around Des Moines.

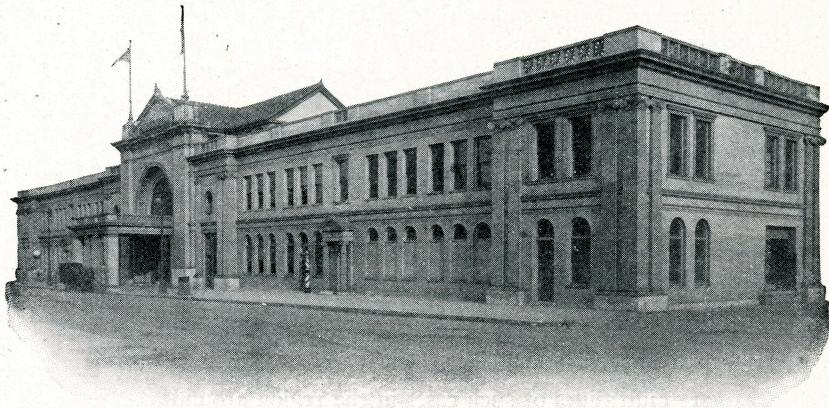
It is customers of this sort that Des Moines factories supply.

The Ohio factories have to send their traveling salesmen into Iowa to find a profitable market for the highest class of goods. The Des Moines manufacturer has his market at his door-step.



Danish College

The City of Certainties



Union Depot

Less Capital Needed

*Iowa farmers
pay their bills
promptly*

It requires less capital to run a business in Iowa than in other states;

Because:

The prosperity of Iowa encourages prompt payment of bills by both consumers and retailers. This means that bills are discounted more generally than in the east—or west either.

The losses from bad debts are very small. Again the wonderful prosperity of the state makes it "easy to pay."

Shipments from factory to consumer are short. Freight charges are, therefore, a small part of the total cost. Every day saved in delivery means one less day that the working capital of the plant is tied up.

More than 36,000 miles of steam railroads are operated by the big systems that radiate from Des Moines. This means shortening the time of delivery to every live town west of the Mississippi river and east of the Rockies.

*Des Moines
the market
place*

Pretty nearly every good merchant in the state visits Des Moines at least once a year. If he is not brought by one errand he is by another. His trade conventions meet here. His political aspirations bring him here. His sons or daughters come here to college. Or else, when he undertakes to visit some other quarter of the state he finds it is easier to go by way of Des Moines than it is to travel any other way.

This gives the Des Moines manufacturer a chance to

The City of Certainties



Des Moines River

get acquainted with the men who sell his goods to the consumers.

Eight million tons of good steam coal are produced in and around Des Moines annually. This means cheap power for factories.

Cheap Fuel

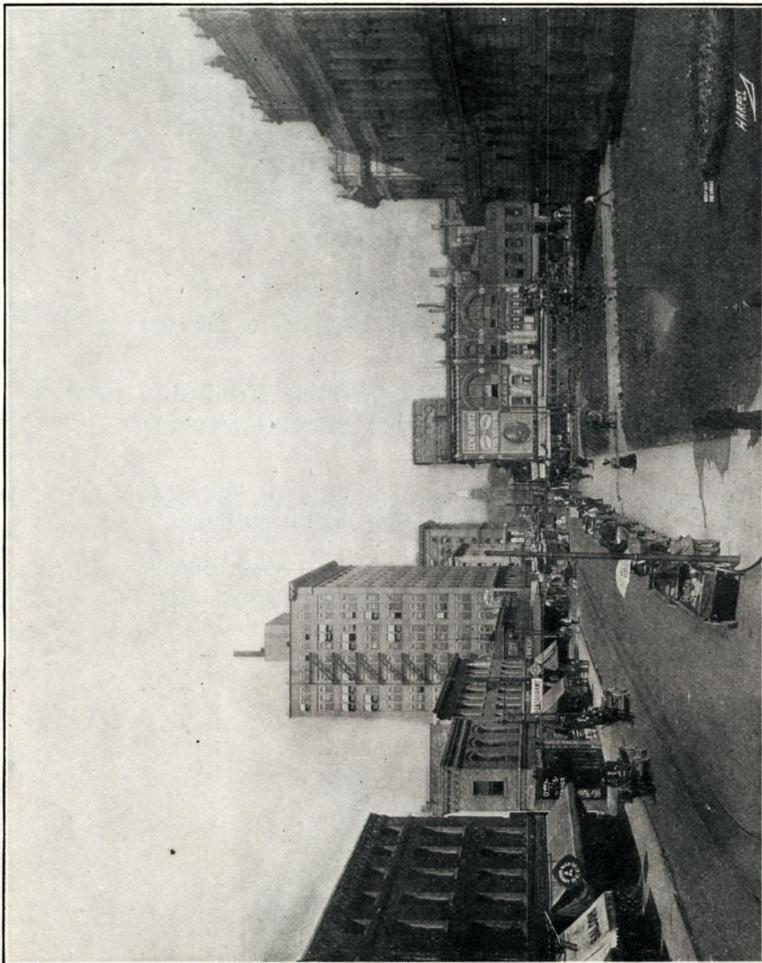
A majority of the working men are clean-cut, American born, efficient employes. This does not need explanation.

Des Moines is large enough to possess every economic advantage of a big city without the excessive expenses necessary in Chicago, St. Louis, New York, Cleveland, Detroit, Kansas City, etc.



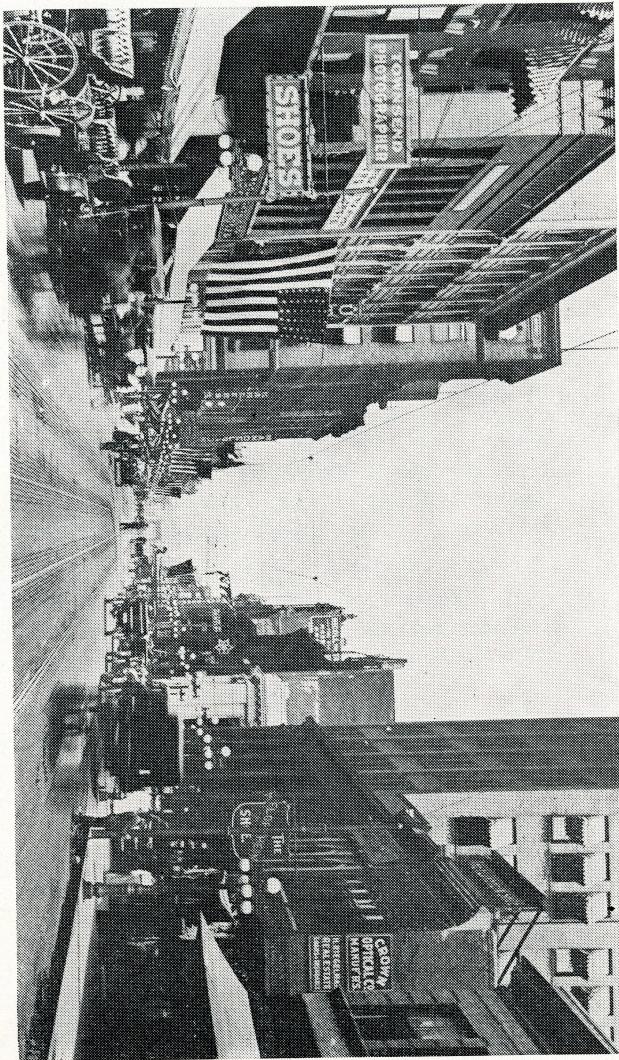
Chamberlain Medicine Co.

The City of Certainties



Sixth Avenue

The City of Certainties



Walnut Street

The City of Certainties



Walnut Street at Night

When the Farmer Comes to Town

Most of Iowa visits Des Moines

Just as Commercial Clubs gather business men together in the city, so are the farmers of Iowa assembled. Nearly everyone of them attends the Iowa State Fair—it is recognized as the best State Fair in the country. It not only keeps the farmer abreast of the times but it furnishes that "point of contact" for the manufacturer or the salesman who wants to get some of the farmer's corn-bred wealth.

The fact that for a generation the Iowa Fair has swept on to greater prosperity and constantly broken its own attendance records proves again the natural tendency of the state to make the people rich and progressive.

Where Prosperity is a Habit

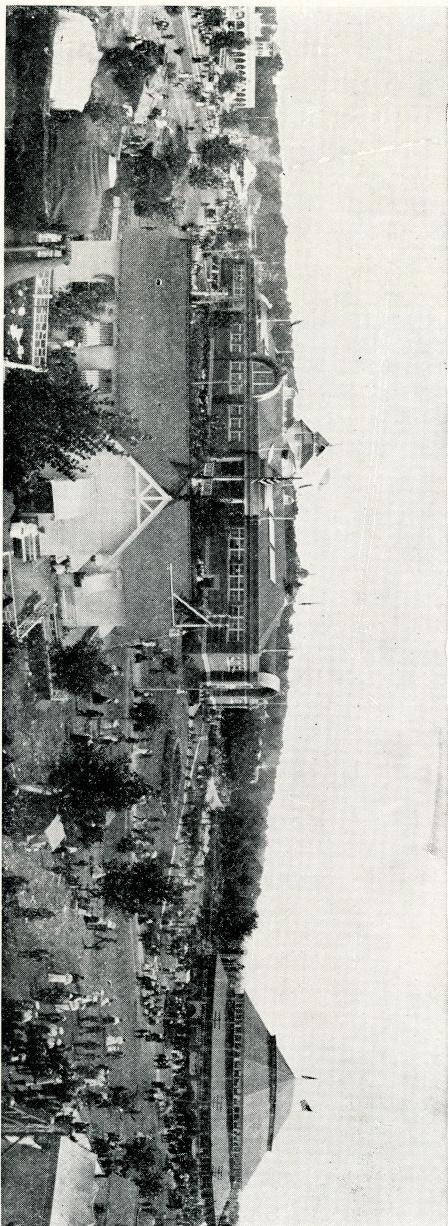
Located in the heart of Iowa, with good deliveries to every live town in twelve states, prompt payments, small losses from bad debts, cheap fuel, low operating expenses and good help—these are the reasons that made Des Moines factories 20 per cent while Ohio had to be content with 12 per cent.

If you discount these statements in your own mind, ask the man who owns a Des Moines factory.

The founder of one Company came to Des Moines in 1855. He worked one year for \$75. His property is now estimated to be worth \$10,000,000.00.

Any young man possessing a reasonable supply of grey matter and energy can succeed in Des Moines.

The City of Certainties



A Corner in Iowa State Fair Grounds

The City of Certainties

*Millionaires
of today were
the young men
of yesterday*

*A million
people at our
door*

Some are doing so with rather less than a normal allotment.

In Iowa, Prosperity has been brought within reach of almost everybody.

If you are seeking Prosperity, come where it is a habit.

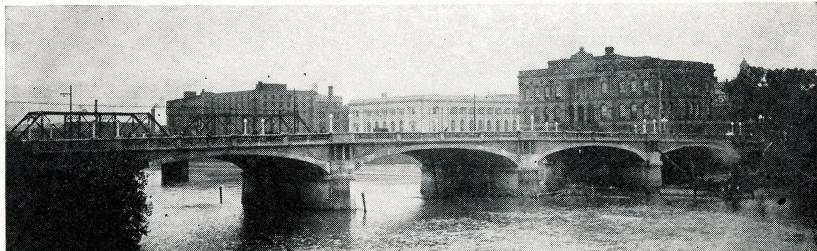
Don't waste years in the older cities of the East where society is stratified—with most of the strata on top of you—and where the "Good Things" are being handed down from father to son.

On the other hand, if you want to succeed in business, don't go so far west that you have to own a telescope to see where your nearest neighbor hangs out the washing.

Choose a location where the country is developed, rich, prosperous, but where business and manufacturing are still in their infancy. This is between the two extremes of an old city and an open prairie. Des Moines fills the bill.

With a little capital a young man can start business in Des Moines, and grow. About one million people live within eighty miles. The best system of interurbans west of the Mississippi exists for their convenience. The business man can sell his goods to these prosperous customers, who are able to buy the best, pay for it promptly and buy more next week and next year. There need be no worry about credits because the people can pay. It is unnecessary to worry about bad seasons, because Iowa always produces a good crop. The goods go out and the money comes back quickly. The working capital may be very small. The city is growing rapidly. In a few years the good-will of the business is itself a modest fortune. Meanwhile the young man has lived in a city of pleasant homes, good neighbors, clubs, entertainment, and substantial citizenship.

There are plenty of testimonials to confirm these things.



Locust Street Bridge and City Library

The City of Certainties

Back in 1867 a young man brought 25 or 30 other men together to form an Iowa Life Insurance Company. They started with \$25,000 in money, no life insurance experience, but plenty of energy. The wonderful prosperity of Iowa was all around Des Moines. That company has made its stockholders rich and now pays in dividends to its policy-holders each year more than six times its original capital.

*History will
always repeat
herself*

About eighteen years ago another young man started a carriage factory with a little capital. He, too, was in Des Moines, with the great state of Iowa at his feet. That little carriage factory is now a quarter-million dollar institution and it has repaid its owners many times the capital originally invested.

There are hundreds of examples like these.

The wonderful prosperity of Iowa has smoothed the way to business success in Des Moines.

A little capital and energy will go farther toward establishing a business in Des Moines than in any other city of 100,000 in the United States.

It is the city for a young man who is beginning for himself.

What can you do?

Ask for Information

The Greater Des Moines Committee will furnish you with facts about almost any line of business you might want to start in Des Moines. The facts will be plain, unvarnished and definite. But you must be a Builder of Business—or you won't get the full measure of success out of them.

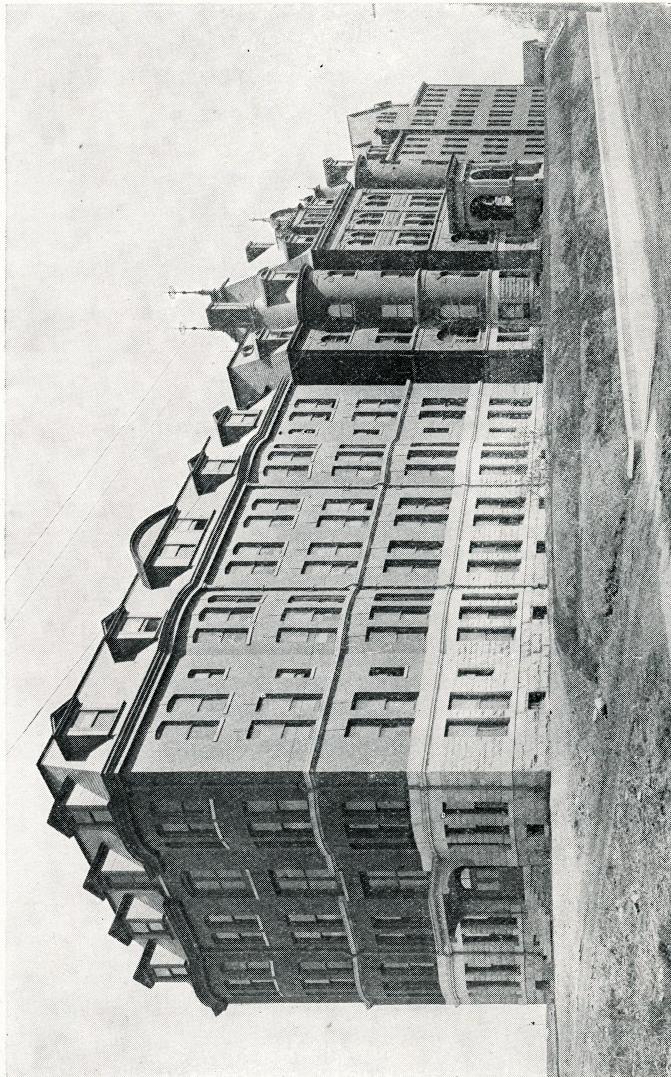
Prosperity is not automatic.

But it most nearly approaches that condition in Des Moines and Iowa. The normal men, with just that leaven of ambition that makes the American people great, can most easily secure wealth here, where wealth is. Iowa is headquarters for wealth because its great products are foodstuffs. All the world must eat and the territory that furnishes food is surer of business than all others.

Just as science teaches the farmer to increase his produc-

*Ask the
Greater Des
Moines Com-
mittee*

The City of Certainties



Mercy Hospital

The City of Certainties

tion, so is modern business thought teaching cities how to grow.

So Des Moines is on the road to greatness with the Greater Des Moines Committee acting as the agent of its progressive people.

The Committee is pledged to execute these tenets of its business faith:

First: The establishment of a freight bureau.

Second: The encouragement of steam and interurban railways.

Third: The promotion and encouragement of existing and prospective factories through money and personal effort.

Fourth: The encouragement and promotion of public institutions.

Fifth: Influencing by all proper means the general public to appreciate their city and patronize home industries.

Sixth: Compiling and publishing industrial and commercial statistics of the city.

Seventh: Compiling and publishing matter showing the city's attractions, as parks, public buildings, colleges, the army post, etc.

Eighth: The establishment of a news bureau to advertise the city abroad.

Ninth: Procuring so far as practicable without expense the publication by the local press of facts and figures showing the growth, industries, interests and attractions of the city.

Tenth: Seeing that strangers and visitors to the city are properly entertained.

Our ten commandments

Upon this basis the Committee is building the city's future. If nature took her course and swept all of Iowa toward riches at her same old gait, life in Des Moines and the state would be well worth while—but with the spirit of intensive cultivation in city as well as on farm, will not progress quicken the pace of those who travel Iowa's roads

The City of Certainties

to the Treasure House? And why not take the road at Des Moines?

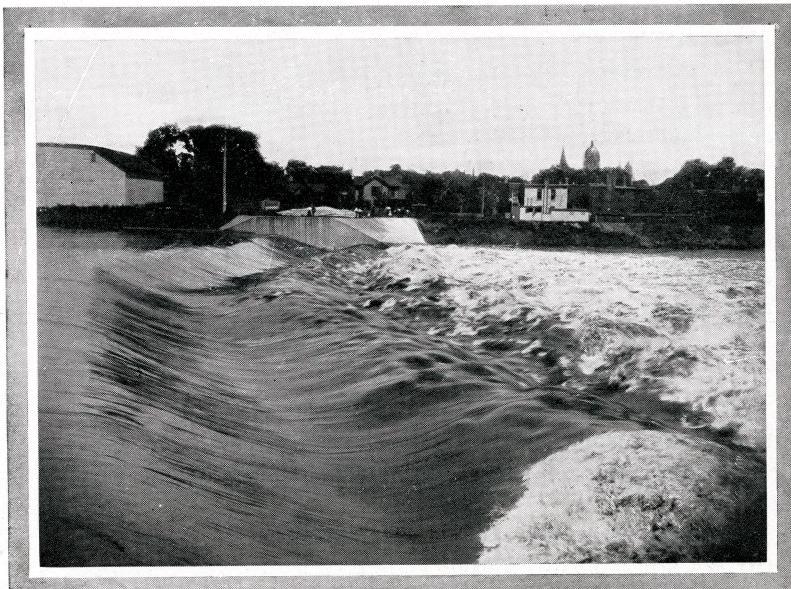
Des Moines is the center and the capital of Iowa.

*The Place of
greatest op-
portunity*

Des Moines is the epitome of her prosperity.

It is Iowa's City of Today; her City of Tomorrow; the City of the Modern; the home of Wealth; the place of Opportunities.

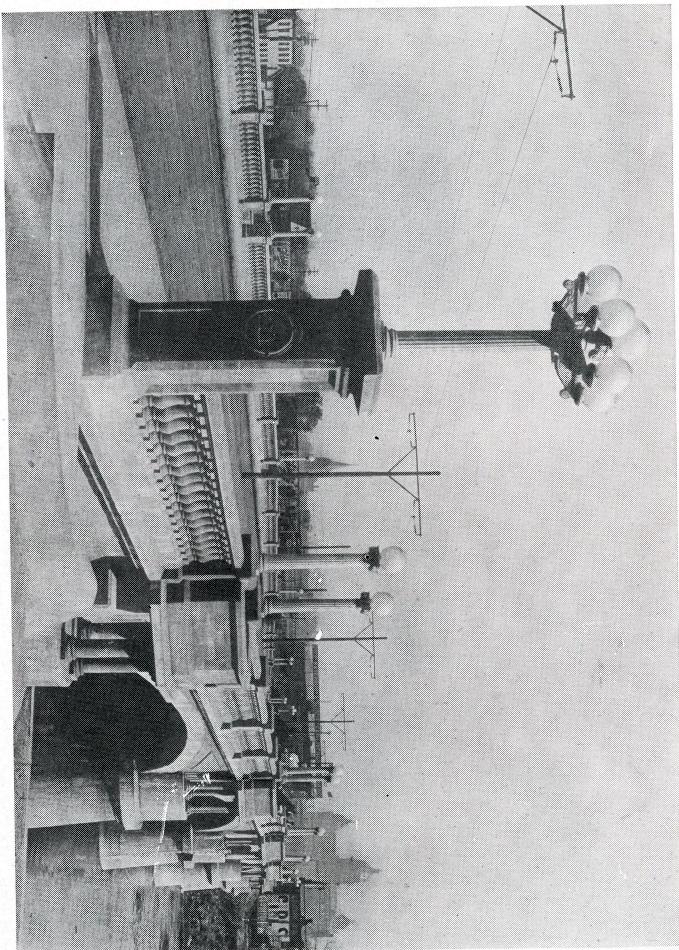
Des Moines is the Young Man's Town and
Des Moines is the City of Certainties.



The Des Moines River Dam

The City of Certainties

New Locust Street Bridge



L2h89n00

The City of Certainties



Birdland Drive



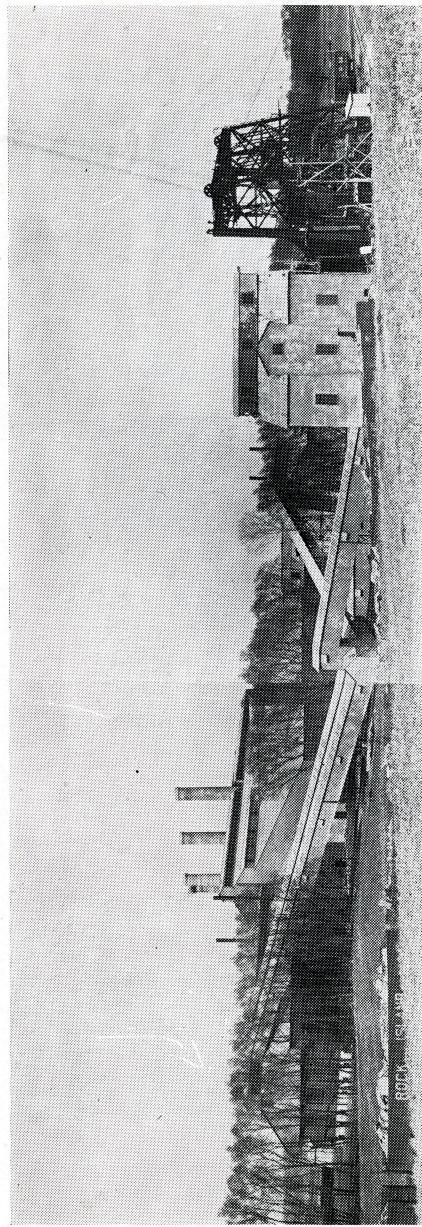
A Residence Street

The City of Certainties



Methodist Hospital

The City of Certainties



Plant of the Iowa Portland Cement Company. Daily Capacity 7000 Barrels